SAMPLE BOOK OF

WALL PAPER

1905

SEARS ROEBUCK & CO.

CHICAGO

THE
ATHENÆUM
OF
PHILADELPHIA.
JOHN LIVEZEY FUND
Ref. NK 3399 .S4

...SIVE LINE OF WALL PAPER
...R OWN FACTORY.
...PATTERNS.

...own factory.
...
...i are arranged to blend in harmony with every individual pattern
...rtists from all over the civilized world.
...ways in great demand; two-tone effects, embosses, gilts, silks,
...w ceilings appear much higher, set designs, flowers arranged in
...f our wall paper, ranges in weight from 10 to 16 ounces per single
...ur papers and guarantee them to be harmless, non-poisonous and
...ld have to pay for similar goods purchased from a retail dealer

IN COMPARING OUR PRICES WITH OTHERS, remember our prices are for a double roll of 16 yards, all other dealers and manufacturers quote their prices on single rolls containing but 8 yards.

WE OFFER the best papers on the market at prices ranging from 3 to 25 cents **per double roll of 16 yards.**

OUR INSTRUCTIONS on how to order and how to hang your paper are plain and simple. They have been carefully prepared by an artist and decorator with many years' experience, with a view to assist those who wish to decorate their home or place of business. If the instructions are followed carefully, anybody can do as good a job of papering as a professional paperhanger.

ILLUSTRATIONS. We have also prepared a complete list of illustrations of how to trim, paste and hang your own wall, border and ceiling papers. In addition to this, we show views of house interiors decorated with our papers. The subjects are a reception hall, parlor, dining room and bed room. All of our illustrations will readily appeal to those wishing to decorate.

WE ARE NOT IN THE TRUST. You may not be aware of it, but almost every roll of wall paper sold throughout the country is controlled by the wall paper trust. Almost all of the dealers and agents are compelled to buy their wall paper of factories controlled by the trust.

OUR FACTORY IS NOT IN THE TRUST. Our prices are based on the actual cost of the material and labor with our one small profit added, and in buying these goods from us you secure them at factory prices, and save all the jobbers', retailers', and agents' profits. In addition, we furnish you with a better quality of goods, and the advantage of buying your wall paper from us is not only in the money we can save you, but in the general superiority of the papers we offer.

YOU WILL FIND THE PRICES, NAME AND NUMBER printed in plain figures on the back of each sample; you will find the price of the wall paper, the price and width of the border and ceiling to match; hence, in ordering, you can select any pattern contained in this book, and the proper ceiling and border (if any ordered), matching in color and pattern, will be sent. Any part of a combination can be purchased separately. Thus you can order side wall only, ceiling only, or as many yards of border as you wish.

WE QUOTE PRICES BY THE DOUBLE ROLL. Remember that a double roll contains 16 yards, and in comparing our prices with those of others, do not be deceived by the prices which dealers and agents often offer wall paper at in single rolls, which contain but 8 yards of paper, or only one-half as much as a double roll of our paper.

Read the full Instructions, "How to Order." Read the Instructions on "Hanging Wall Paper," on the following pages.

OUR GUARANTEE. We guarantee every roll of paper we put out to be strictly first class, the very best quality of its kind, and should any wall paper not prove satisfactory when received, you are at liberty to return it and we will refund your money, including transportation charges. We also guarantee that our prices are the very lowest possible for equal qualities. Every order will be filled very carefully, and you may send us your order with every assurance that you will be well satisfied in every respect.

SEARS, ROEBUCK & COMPANY

WALL PAPER DEPARTMENT

WITH THE CONFIDENCE that comes from having made by far the largest increase in the volume of business from our Wall Paper Department since the department was inaugurated, we present this, our new Sample Book of Wall Paper for this season. We feel that we are better prepared than ever before to solicit orders for wall paper from every one who receives this sample book. This department has been strengthened, enlarged and improved, and we are able to offer a greater range of styles and a more up to date line of wall paper, and above all, we are able to offer a still greater saving in price to the customers in this line of merchandise as against the prices that are charged by dealers everywhere for wall paper of equal quality.

AT 3 CENTS TO 25 CENTS PER DOUBLE ROLL OF 16 YARDS, we show in this sample book a wonderful range of styles and designs in wall paper, all strictly new and up to date for this season, all made up in our own factory (one of the largest wall paper factories in the world), under the very greatest economical conditions for manufacturing, and under our policy of making our selling price represent only the cost of manufacture with but our one uniform small percentage of profit added, we are able to name prices in this department which mean a very substantial saving for every one who favors us with an order.

CONSIDERING FOR HOW LITTLE MONEY IT IS POSSIBLE TO BUY THE VERY BEST GRADES OF WALL PAPER, as shown in this sample book, and considering how great an improvement is possible in the home by the use of new papering, also how easy, from our instructions and illustrations on the following pages, a good job of papering can be done, it would seem that our sales of wall paper are bound to increase very materially and that we can look for orders from practically everyone into whose hands this sample book may fall. So much is added to every room in beauty, cleanliness and utility by the use of wall paper (there is no method of treating the walls that pleases so constantly), that we ask you to consider our samples and prices carefully, to note for how little money you can [illegible] then if you are fully satisfied with our values,

EY WITH THE UNDERSTANDING AND AGREEMENT satisfactory in every way, if you are not convery best value in wall paper it is possible ed you money, you are at liberty to return the fund your money, together with any transpor-

For Reference

Not to be taken from this room

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HOW TO MAKE PASTE.

ENOUGH TO PAPER A GOOD SIZED ROOM: Take 3 pints of flour, rub smooth in 2 quarts of cold water, add 8 quarts of boiling water and let this boil slowly. Stir constantly for 10 minutes. When cold, stir in two tablespoonsful of powdered alum. Use about as thick as will run off the brush.

STARCH PASTE which is considered very satisfactory, is made in the following manner: Dissolve 1 pound of best gloss starch in a quart of cold water. Use a large pail or dish pan. Boil a kettle of water and add same to starch gradually, stirring constantly until starch is cooked. When paste cools and is too thick, same can be reduced with cold water.

NEW WALLS THAT HAVE NEVER BEEN PAPERED SHOULD BE GONE OVER WITH A THIN COAT OF SIZE, which is made by soaking a pound of glue for 12 hours in cold water and adding 12 quarts of hot water and a tablespoonful of powdered alum. Before sizing, all kalsomine or whitewash should be washed off. If the walls have been rough plastered, or have not been putty coated, rub off the projecting grains of sand with a block of wood, and if the walls are very bad, apply thin paste and let it dry before papering. Walls that have been painted should be gone over with a solution consisting of one part ammonia and six parts water, before sizing. Board ceilings or walls should be covered with cheese cloth tacked at the edges and then sized, which shrinks it tight to the wall. The row of tacks at the corners and around the casing should be about 2 inches from the same and the ends of the cloth pasted down. In cleaning and sizing your walls, be careful to do it thoroughly around the base-board and casings, and you will have no trouble with your paper curling at the edges.

YOU CAN PAINT YOUR BUILDINGS FOR VERY LITTLE MONEY.

THE VERY BEST PAINT IN 5-GALLON BUCKETS AT 95 CENTS per gallon, still lower in larger packages. No better paint can be made, we guarantee it for five years. Will not chalk, peel or blister; our guarantee protects you. Made in our own factory by the latest improved machinery. Equal or better than any $1.50 paint on the market.

BEST MINERAL, WEATHERPROOF BARN PAINT in 5-gallon buckets at 60 cents per gallon. The best barn paint in the world. We guarantee it to wear and hold its color five years. Send for our complete color sample book of paint, which will be mailed free on request. This free book contains samples showing the exact color of every shade of ready mixed house, barn, floor, roof, buggy and wagon paints. This book also quotes prices on everything in painting material and supplies, brushes, dry colors, stains, varnishes, white lead, enamels, etc. Lower prices than were ever before offered.

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INSTRUCTIONS FOR ORDERING.

MEASURE THE WIDTH, LENGTH AND HEIGHT OF THE ROOM which you intend to paper. To obtain the number of double rolls of paper required for the walls, follow these instructions carefully. By taking the entire distance all around the room, which is obtained by adding the width of the four sides together, multiplying this by the height of the room, you will obtain the number of square feet of wall surface. You will then allow 20 square feet for each door and window. Subtract the total number of square feet of all the doors and windows from the total number of square feet of the entire wall surface of the room, and this will give you the square feet of surface to cover with wall paper. By dividing this by 60, which is the approximate capacity of a double roll of paper, you will obtain the number of double rolls of side wall required. To find the number of rolls required for the ceiling, multiply the width of the room by the length of the room, which will give you the number of square feet in the ceiling, and by dividing this by 60, you will find the number of double rolls of ceiling paper required. For the border, you will simply measure the distance entirely around the room in feet and divide this by 3, which will give you the number of yards of border required.

Suppose a room to be 12 feet wide by 13 feet long by 10 feet high. The total distance around the room is the total width of the four sides, as follows: 12 plus 12 plus 13 plus 13, altogether equaling 50 feet. This multiplied by 10, the height, will give you 500 square feet of wall surface. Suppose there are two doors and two windows. Allowing for each, 20 square feet, will give you 80 square feet, the space taken up by the windows and doors. Subtracting the 80 square feet from the 500 square feet, leaves a balance of 420 square feet of wall surface. Dividing the 420 square feet by 60 gives you 7, the number of double rolls of side wall paper required.

For the ceiling you will multiply the width, 12 feet, by the length, 13 feet, making a total of 156 square feet. Dividing this by 60 gives you 2⅗, and in this case, as double rolls are not cut, you would allow 3 double rolls for the ceiling paper. For the border, you add together the width of the four sides, 12 plus 12 plus 13 plus 13, equaling 50 feet, and dividing this by 3, gives you say 17 yards of border required.

We cannot make any reduction in price, regardless of the quantity ordered. Enclose the proper amount of money with your order and remember we guarantee to please you in every way or immediately return your money.

HOW TO SEND MONEY.

REMIT BY POSTOFFICE MONEY ORDER, express money order, bank draft, cash or stamps. Should you send stamps, fold them in waxed paper. We receive many orders with stamps stuck together and worthless. We do not accept revenue stamps, foreign stamps and due stamps, as they are of no value to us. Do not send them.

POSTAGE STAMPS in amounts exceeding $1.00 will be accepted only at a discount of five per cent (5%), or ninety-five cents on the dollar. If you order an article priced at $2.00 and send stamps you should send $2.10. If a $3.00 article you should send $3.15 in stamps. We are compelled to dispose of all surplus stamps at a discount of from 2 per cent to 5 per cent and besides there is an extra expense in handling stamps, and our very small profit will not admit of this expense. We advise re-

mitting by postoffice or express money order, but will accept postage stamps in any amount at 95 cents on the dollar. As an accommodation to our customers we will accept postage stamps at the face value in amounts less than $1.00.

WE RECOMMEND THE POSTOFFICE AND EXPRESS MONEY ORDER SYSTEMS, because they are inexpensive, of less trouble and safe. Besides this, if the money order should get lost or miscarry, your loss will be made good.

DO NOT UNDER ANY CIRCUMSTANCES send money or stamps in a letter except by registered mail. If sent by open mail the letter may never reach us, and in such a case a great amount of trouble and inconvenience is caused, as well as the loss you sustain. **If you prefer to remit by registered mail, we advise the use of two envelopes, one inside the other,** and the outer one carefully and securely sealed. **Do not send gold or silver coin that is defaced,** as light weight coins are worth no more than bullion and bullion is less than the face value of the coin.

TO INSURE SAFETY always register a letter containing money. Be sure to state in your order plainly how much cash you enclose and in what form. You need not be afraid of sending too much, as we always refund when too much money is sent.

THE FOLLOWING WILL INTEREST YOU.

How to Make Three Gallons of the Best Paste on Earth, for Only 18 Cents, Enough Paste for Papering Five Rooms.

SEROCO BRAND WALL PAPER PASTE is a dry powder, a recent discovery, which is so easily prepared that a child can do it. It is the best paste on earth, as it works better and will stick better than any other paste. A small package of this powder, which can be packed with a bundle of wall paper, will make three gallons of the best paste, a paste which makes wall paper hanging a pleasure.

DIRECTIONS.

To one package of this powder add one pint of cold water, mix thoroughly until all lumps have disappeared, then slowly pour the mixture into three gallons of boiling water, stirring it constantly until the paste becomes transparent or jelly like. Allow to cool before using.

It will not Stain or Discolor the Finest Wall Hangings. The Safest Paste on Earth for Ingrain Papers. The Paste being Smoother than any Other, there is no Danger of Getting Too Much Paste on the Paper, as it Spreads Easier.

No. 53W659 Seroco Brand Wall Paper Paste. Price, per package, sufficient for three gallons of paste; enough paste for papering five rooms **$0.18**
Price, per 12-pound pail, which will make 35 gallons of paste..... **1.95**

ABOUT THE TRANSPORTATION CHARGES.

WALL PAPER WEIGHS ABOUT ONE AND ONE-HALF POUNDS TO THE DOUBLE ROLL. If possible make up a freight order and include your wall paper with the shipment, so as to reduce the cost of transportation. You can include paint, groceries, clothing, hardware, dry goods, or any of the thousand and one supplies which you are constantly needing, with the shipment of wall paper making up a shipment of 100 pounds, having it all sent by freight, and the freight charges will amount to almost nothing as compared to what you will save in price. It is more than likely that your neighbors will join with you in making up an order.

ON THE FOLLOWING PAGES we show a very complete assortment of paperhangers' tools which we offer at manufacturers' prices.

INSTRUCTIONS HOW TO HANG YOUR OWN WALL PAPER

No Experience Necessary.

Our Illustrations Tell the Story.

Illustration No. 1.

HERETOFORE WE HAVE GIVEN OUR FRIENDS PRINTED INSTRUCTIONS ONLY, which, while simple, did not convey the correct idea. We now show several illustrations which will assist our customers materially and anybody can do as good a job of paperhanging as any professional paperhanger.

PREPARATION.

SECURE TWO BOARDS ABOUT 8 FEET LONG and 10 or 12 inches wide, lay them side by side, having the ends rest on a table or box at each end. The height should not exceed 3 feet. This will be your table. Now secure some plank for the platform on which to stand, which should be nearly as long as the width of the room you wish to paper. Make your platform sufficiently high so your head will be about 6 inches from the ceiling. This platform can be made by placing a board on two ordinary chairs or boxes. Secure the other necessary articles needed for your work. To apply the paste you will require a paste brush from 6 to 10 inches wide (a whitewash or kalsomine brush will answer). A long pair of shears to insure a straight cut to trim the edges.

A SMOOTHING BRUSH to smooth down the paper with after the same is hung and perfectly matched. If no smoothing brush is at hand, use a clothes brush or whisk broom.

A SEAM ROLLER IS REQUIRED to press down and smooth the edges where each strip of paper laps over or is joined together. (You will note on the following pages that we offer all paperhangers' tools at actual cost.) If you have no seam roller use a bed caster.

CAUTION—Do not use the seam roller until your paste on paper that is hung is partially dry—see further instructions.

A BUCKET OF PASTE prepared in the manner we prescribe on another page in this book, and you are now fully prepared to commence papering.

PAPER YOUR CEILING FIRST, for in doing this work you are apt to touch the side walls with paper that has paste on, or with soiled hands, and your work will not look so neat.

HOW TO TRIM WALL PAPER.

Illustration No. 2.

AFTER YOU HAVE ASCERTAINED THE LENGTH OF YOUR ROOM, unroll the paper face up on your work table, then match and cut same. Be sure that you have at least 3 or 4 inches at each end to come down on side wall (see illustration No.3). It is absolutely necessary to have your ceiling paper come down on the side wall a trifle so as to cover any space left blank after border is put on, caused by ceiling not always being perfectly level. The larger the design the more surplus is required for matching, this surplus will be covered by the border or side wall paper. Before starting to hang, cut sufficient lengths of paper to cover the entire ceiling. Turn all the paper face down and you are now ready to apply the paste on the first or top length.

PASTING AND TRIMMING.

THE BUCKET OF PASTE SHOULD BE PLACED ON THE RIGHT HAND SIDE OF THE OPERATOR. Now apply the paste evenly on the top strip of paper, beginning on the left hand end of the table as you face same. After you have applied the paste on about one-half of the length, lay aside your brush and fold over the part of the paper that is pasted, using extra care that the sides are exactly even (see illustration No. 1). Now apply the paste to the other half and fold that over towards the center, same as first half. If the strip of paper is longer than your table, paste the left half, after folding, allow the folded end to hang over the end of the table and rest on the floor while you are pasting and folding the other half. You now have an entire strip of paper before you, all pasted and folded, and the sides of the paper perfectly even and ready for trimming. Draw the strip of paper towards you about 3 inches from the edge of the table and proceed to trim, commencing at the right (see illustration No. 2). The great advantage in trimming paper after pasting is that the paste will then be more evenly distributed on the edges. It also takes less time as you trim two thicknesses at once. **Always be sure to paper ceiling first.**

HOW TO HANG THE CEILING PAPER.

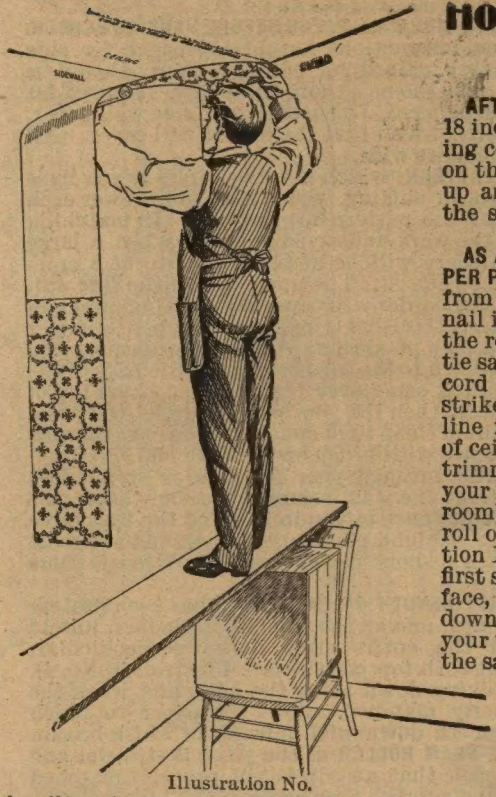


Illustration No.

AFTER THE SELVAGE IS TRIMMED OFF, your paper will be 18 inches wide. We have already explained when papering ceiling why the ends should come down a few inches on the side wall. For the same reason the first strip put up and also the last strip of ceiling should lap 2 inches on the side wall.

AS A GUIDE FOR HANGING THE FIRST LENGTH OF CEILING PAPER PROPERLY, draw a line with chalk or charcoal 16 inches from the side wall. This is best done by driving a small nail in ceiling 16 inches from the side wall at each end of the room before starting to paper. Chalk a piece of cord, tie same to the nails, draw it tight, then take hold of the cord in the center, pull down and let go; the cord will strike the ceiling and leave a straight line. (We show this line in illustration No. 3.) Next you take the first piece of ceiling paper (which you have already pasted, folded and trimmed.) Mount your raised platform, unfold the end to your right (as you start in the right hand corner of the room), let the other end which is still folded hang over a roll of paper which you hold in your left hand (see illustration No. 3). Commence in corner of ceiling, having the first strip come between the chalk line and the wall you face, allowing both the end and side of the paper to come down on the side wall 2 inches as explained. Now guide your paper with your right hand along the chalk line, at the same time pressing the paper to the ceiling with the flat of your hand as you move along and smoothing same with brush or whisk broom. When half of the first ceiling strip is put on, then unfold the other half and continue to the end of the first strip. When hanging the second length, you are guided by the edge of the first strip and so on until the last strip of ceiling is put up. The edge of the last strip should also lap on the side wall. Care must be taken to have your patterns match.

HANGING SIDE WALL PAPER.

(See Illustration No. 4.)

Illustration No. 4

ALWAYS HANG THE SIDE WALL PAPER BEFORE HANGING BORDER. Follow the same instructions for cutting paper for side wall as previously outlined for ceiling. Paper should be cut from 4 to 5 inches longer than the length required for the side wall that is to be papered. In cutting your side wall paper, you can allow for the space of wall that the border will cover. All borders are either 9 or 18 inches wide.

BE SURE TO MATCH THE PATTERN (which is very simple) as you have allowed from 4 to 6 inches in cutting, you can raise or lower each strip or length of paper as the pattern may require. In matching your side wall paper on the work table you will find when a large pattern is selected that there will be at times a waste of 8 or 10 inches which will have to be cut off. The upper end of the side wall paper will be uneven but the border will cover same. The lower end which stops at the base board is either trimmed with a base trimmer (see wall paper tools) or a pair of shears. When using shears, paste your paper in place close down to the base board, use the back of the shears to mark with, running same over top of paper where top of base board and plaster meet, then lift your paper a little (the paste still being fresh will permit of this), then cut where you have marked with shears and smooth down with brush or whisk broom.

TO HANG SIDE WALL PAPER, arrange your platform or step ladder so it is about 12 inches from the wall, commence at any door, this will be of great assistance to you in hanging the first piece of side wall paper straight, then continue around the room until finished. All short pieces can be used over doors and windows.

TAKE YOUR FIRST LENGTH OF PAPER that has been pasted, folded and trimmed, mount the platform or ladder, unfold both ends and the entire strip hangs perpendicular. Holding same at both top corners (see illustration No. 4), lean forward, looking down along the edge and when the pattern is properly matched, allow the paper to touch the wall and smooth down with a brush or whisk broom.

ABOUT TEN MINUTES SHOULD ELAPSE BEFORE USING THE SEAM ROLLER as the paste is still wet and will squeeze out at the edges. Occasionally it will happen that a strip is not properly matched after being hung, in such cases remove the strip at once and proceed over again.

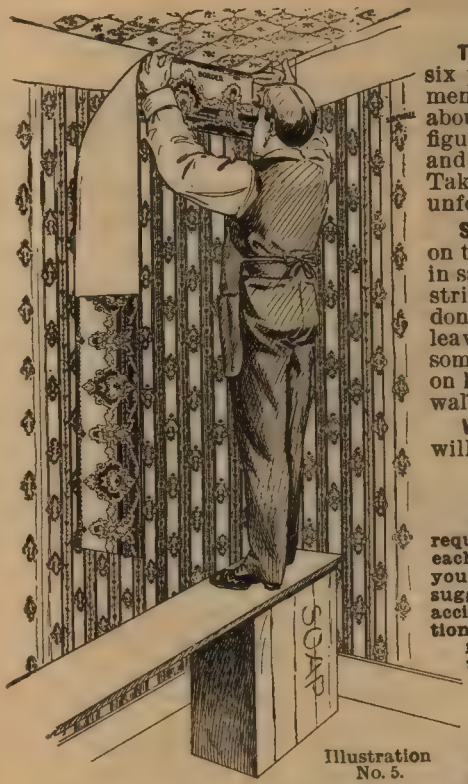


Illustration No. 5.

HANGING THE BORDER.

THE BORDER SHOULD BE HUNG LAST and can be cut in five or six pieces should it be easier to hang in that way. Do not commence in the corner but have the end lap over on the other wall about 4 inches. Cut the border through the center of the largest figure as a joint cannot be noticed after it is hung. Paste, fold and trim the border, same as you did the side wall and ceiling. Take the folded strip of border, mount your planform or ladder, unfold the right end and proceed as shown in illustration No. 5.

SHOULD THE CEILING BE UNEVEN it is best to draw a chalk line on the wall immediately under the ceiling. Make your chalk line in same manner as explained in our instructions for hanging first strip of ceiling (see line in illustration No. 5). This should be done on a line with the lowest part of the ceiling. This will leave the ceiling paper exposed above the border on the wall in some places. For this reason we recommend in our instructions on hanging ceiling paper to allow same to come down on side wall 2 inches.

WE TRUST THE FOREGOING INSTRUCTIONS ARE PLAIN and that they will be of assistance to those who hang their own paper.

ABOUT ORDERING WALL PAPER.

After you have figured and ascertained the exact number of rolls required to paper your rooms, it is advisable to add an extra roll of each wall and ceiling and several yards of border. We do not want you to buy more paper than is actually needed, but we make above suggestion, having our customers' interest in mind. You may accidentally spoil a strip or when figuring you may overlook projections, such as chimneys, etc. Often an extra roll worth a few cents, may avoid a great deal of inconvenience caused by waiting for additional paper to come on account of shortage.

REMEMBER

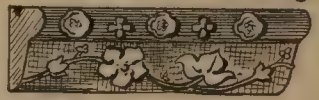
We do not handle single rolls. All of our paper is put up in double rolls, therefore, to avoid mistakes please do not order single rolls. When wall paper is ordered in single rolls a clerk may send the same number in double rolls, for instance, when a customer orders twelve single rolls, we fill the order by sending six double rolls, but a clerk may send twelve double rolls by mistake, not noticing that the order calls for single rolls.

ROOM MOULDINGS

ENHANCE THE BEAUTY OF THE WALL DECORATION, and are the most convenient method for hanging pictures. They are placed from 9 to 18 inches from the ceiling, where the lower part of the border connects with the side walls.

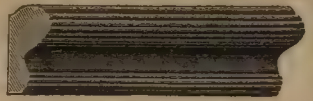
This moulding cannot be used for framing pictures.

No. 53W50 Fancy Figured Moulding, 2 inches wide. Green top, red bottom, gilt tipped ornaments. Used with any red, green or gilt wall decoration. Price, per foot.....3c



No. 53W124 Fancy figured, 1⅛ inches wide, finished in two shades of green delicately blended, gilt tipped ornaments. Will harmonize with any green wall decoration. Price, per foot.....2c

No. 53W165 Fancy figured, 1⅛ inches wide, two shades rich red blended, tips of ornaments gold. Used with wall paper or decorations where the general color effect is red.
Price, per foot.....2c



No. 53W66 Polished White Enameled Moulding. Will look well with any light color wall decoration. 1¾ inches wide.
Price, per foot.....2c

No. 53W43 Imitation Oak Moulding, 1⅛ inches wide, nicely finished. Can be used with any kind of decoration.
Price, per foot.....1½c

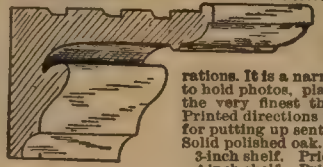
No. 53W72 Chair Rail, 2½ inches wide, solid polished oak. Used as chair rail, or as dado rail or divider. The finish is the very finest French polish that can be produced.
Price, per foot...4c

No. 53W29 Ornamented Gilt Beading, ½ inch wide. Used for paneling on ceiling and side wall.
Price, per foot.....1½c

No. 53W157 Fancy figured, 1⅛ inches wide. Color, light green, blending into white, gilt tipped ornaments. Used with wall decorations of a light green shade. Price, per foot.....2c

No. 53W123 Fancy figured, all gilt. 1½ inches wide. A beautiful moulding. Can be used with any shade or color of wall paper or decoration.
Price, per foot.....2c

No. 53W93 Burnished Gilt Moulding. The very best quality of gilt, will last for years. Lower part finished in mat gold and upper part highly burnished. 1½ inches wide. No better on the market. Can be used in any room with any color wall decoration.
Price, per foot.....3½c



No. 53W140 Plate Rail. Extensively used to complete parlor, library and dining room decorations. It is a narrow shelf with grooves to hold photos, plates, etc. The finish is the very finest that can be produced. Printed directions with nails and screws for putting up sent with every shipment. Solid polished oak.
3-inch shelf. Price, per foot..... 9c
4-inch shelf. Price, per foot..... 11c

Plate Rail Ends or Brackets.

In order to enable our customers to put up plate rails with ease, we have especially made up our new plate rail ends or brackets. They are used to finish ends at doors and windows. Highly polished to match the plate rails.
No. 53W142 Price, each.....9c

THE GILT ON OUR MOULDINGS IS WARRANTED NOT TO TARNISH.

Ridgely's Trimmer.

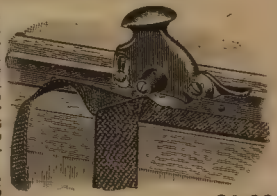
No. 53W425 Ridgely's Model "A" 1904 Style Trimmer. Outfit consists of one piece straight edge, zinc strip and trimmer. Shipping weight, 6 pounds.

6-foot outfit complete. Price.....$3.75

7-foot outfit complete. Price.....$4.00

8-foot outfit complete. Price.....$4.25

Ridgely's Newest Trimmer.



No. 53W426 Ridgely's Model "B" Ideal Trimmer. This new trimmer is designed for a whole hand rest, therefore the leverage obtained is enormous and will cut anything in the way of paper or burlap for decorations. The straight edge furnished with the above trimmer is a three-piece brass bound edge.

6-foot outfit complete. Price.....$3.75

7-foot outfit complete. Price.....$4.00

8-foot outfit complete. Price.....$4.25

Ridgely's Straight Edge.

No. 53W432 Ridgely's Three-Piece Straight Edge. Cannot warp or twist. Made of the best seasoned wood. Bound on both sides with angle and channel brass. This is the regular Model "B" Trimmer Edge but can be used for knife work as well.

7-foot Straight Edge. Price.....$2.00

8-foot Straight Edge. Price..... 2.25

Paperhangers' Knives.

No. 53W487 Paperhangers' Round Point Knife. Best of steel; blade 3 inches long. Shipping weight, 2 ounces. Price.....12c

No. 53W486 Paperhangers' Square Point Knife, finely tempered steel blade. Blade 3 inches long. Shipping weight, 2 ounces. Price.....12c

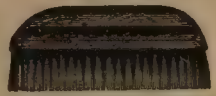
No. 53W480 Scraping Knife, best steel blade, cocobolo handle, lap bolster. Weight, 5 to 7 ounces each.

Width of blade, in. 2½ 3 3½ 4

Price.....30c 35c 43c 50c

No. 53W482 Wall Scraping Knife, stiff blade, 3-inch square point, beech handle. Shipping weight, 7 ounces. Price.....8c

Paperhangers' Smoothing Brushes.



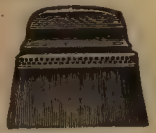
No. 53W585 Paperhangers' Smoothing Brushes. Two rows white fibre, wire drawn. Width, 10 inches, A good brush for the householder who wishes to paper several rooms. Price, each.....12c

No. 53W586 Paperhangers' Smoothing Brushes. Two rows stiff Chinese bristles, 2⅛ inches long, wire bound. Shipping weight, 7 ounces.

Width, inches..... 10 12

Price.....58c 80c

Paperhangers' Paste Brushes.

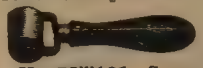


No. 53W590 Paperhangers' Paste Brushes. White hair casings. Imitation white bristle center. Double nailed, leather bound. Width, 7⅛ inches; length of bristles, 3¾ inches. Shipping weight, 12 ounces.

Price.....55c

Paperhangers' Seam Rollers.

Our seam rollers are guaranteed the very best and with ordinary care will last a lifetime. A seam roller is necessary to do good work, and as our prices are very low, it will pay you to include a roller with your order for wall paper.



No. 53W400 Seam Roller, 1¼ inches wide, flat face, rubber covered. Shipping weight, 3 ounces. Price.....15c

No. 53W401 Seam Roller, 1 inch wide, oval face, maple roller, as illustrated. Shipping weight, 3 ounces. Price. 10c

No. 53W402 Side Arm Seam Roller, bevel face, celluloid covered, 1 inch wide. The handiest roller manufactured. Indispensable for ceilings, door casings and frames. Shipping weight, 3 ounces. Price.....30c

Smoothing Roller.

No. 53W403 Smoothing Roller, 8 inches wide, felt covered. The most satisfactory smoothing roller made. Shipping weight, 12 ounces. Price.....60c

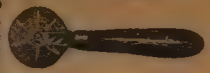
No. 53W404 Smoothing Roller, same as above, but without covering; maple roller. Shipping weight, 12 ozs. Price..40c

No. 53W405 The Zylonite Ivory Seam Roller, oval face. For the professional paperhanger; will never wear out. Shipping weight, 7 ounces. Price.....65c

Wheel Knives, Base Trimmers, Etc.

We deal direct with the manufacturer of Paperhangers' Tools. Should a blade or other parts break, caused by any defect, we will cheerfully replace the tool absolutely free of charge.

No. 53W410 Wheel Knife for Trimming Wall Paper. Shoulder on both sides. Blade 2 inches in diameter. Shipping weight, 5 ounces. Price...28c



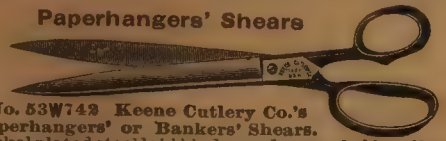
No. 53W411 Base Trimmer. Serrated edge, iron handle. A handy tool for trimming around casings, frames, etc. Shipping weight, 5 ounces. Price.....24c

No. 53W412 Wheel Knife, with patent device for keeping the paste off the blade, always clean and sharp. Shipping weight, 5 ounces. Price.....48c

No. 53W413 Combination Base Trimmer and Paper Knife. No paperhanger should be without this handy tool. Shipping weight, 5 ounces. Price.....40c

No. 53W414 Wheel Knife. Offset handle, a very handy tool, 2-inch blade. Nickel plated frame. Shipping weight, 6 ounces. Price.....45c

Paperhangers' Shears



No. 53W742 Keene Cutlery Co.'s Paperhangers' or Bankers' Shears. Nickel plated steel laid blades and enameled handles. Fully warranted. Shipping weight, 10 to 14 ounces.

Size, inches	10	12	14	16
Length of cut, inches	5¾	7	8½	10
Price	57c	72c	95c	$1.20

Folding Paste Table.

No. 53W420 Folding Paste Table. The best on the market. Made of the very best material. Strong and light in weight, with space and hooks for carrying straight edge and tools. 23 inches wide, open, 11½ inches closed.

7 feet long. Price.....$3.10
8 feet long. Price.....3.35

Paste Boards.

No. 53W421 Paste Boards. 23 inches wide, 11½ inches closed. Made of white wood, with four battings and three brass hinges. Weight, about 10 pounds. 7 feet long. Price....$0.98

7 feet long, with 4-inch zinc strip. Weight, about 30 pounds Price.....$1.25

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

EXACTLY AS ADVERTISED, 1½ CENTS PER SINGLE ROLL, 3 CENTS PER DOUBLE ROLL.

Our Plain Floral Paper Without Background. This, our lowest priced paper, made in a neat floral design, is finished without background, and while it will compare favorably with papers that sell generally at double the price, and is suitable for papering bedrooms, closets, kitchens, etc., but since it costs just as much to hang this paper as the richest, heavy background paper that will wear very much longer, be less susceptible to dust and dirt and look very much richer, we would especially recommend that in selecting a paper, that you select one of our rich, heavy background papers, which we show in this sample book at from 10 cents per roll upward. For example, while 26 cents will supply enough of this paper to cover a room 11x11, 9 feet high, side wall, border and ceiling, less than $1.00 will supply the same amount of a rich, heavy background 10-cent paper, paper that will last twice as long, always look rich and beautiful; besides the labor of hanging is exactly the same, so we always advise our customers, since the difference in the cost between this, our cheapest paper, and a rich, heavy background paper at 10 to 15 cents a roll, is only about $1.00 to a room, that in their own interest, as a matter of real economy, they select one of the richest patterns we have to offer.

No. 53W191	**WALL.**	Price, per double roll	**3 cents**
No. 53W1191	**BORDER.**	9 inches wide. Price, per yard	**1 cent**
		8 yards for	**1 cent**
No. 53W192	**CEILING.**	Price, per double roll	**3 cents**

Cost of this paper for a room, size 11x11 feet, height of ceiling, 9 feet, will be as follows:

For side wall and border	**20 cents**
For ceiling	**6 cents**
Or total cost of wall, border and ceiling	**26 cents**

On the price of 26 cents for the above sized room, we allow for four ordinary size openings, namely, two doors and two windows.

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ELFIN. This pattern is intended for very small rooms, especially bedrooms, and will look exceedingly pretty. A small bouquet of roses with small figures in silver and blue on a pure white background. Made with a 9-inch border. The ceiling is similarly decorated on a white background.

No. 53W 203 WALL. Price, per double roll.....**6 cents**
No. 53W1203 BORDER. Price, per yard .....**1 cent**
No. 53W 204 CEILING. Price, per double roll .....**6 cents**

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About Ordering Wall Paper. After you have figured and ascertained the exact number of rolls required to paper your rooms, it is advisable to add an extra roll of each wall and ceiling and several yards of border. We do not want you to buy more paper than is actually needed, but we make above suggestion, having our customers' interest in mind. You may accidentally spoil a strip or when figuring, you may overlook projections, such as chimneys, etc. Often an extra roll, worth a few cents, may avoid a great deal of inconvenience caused by waiting for additional paper to come on account of shortage.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE BLOSSOM. A neat and delicate wall decoration consisting of a cluster of blossoms in pink with green leaves, finished with a spray of white on a pure French gray background. This pattern is especially adapted for small rooms where a neat dainty wall decoration is desired. Made with a 9-inch border, nicely colored and blending to a ceiling of a lighter French gray.

No. 53W 23 WALL. Price, per double roll.....**6 cents**
No. 53W123 BORDER, 9 inches wide. Price, per yard.....**1 cent**
No. 53W 24 CEILING. Price, per double roll.....**6 cents**

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

85 Cents per Gallon buys the highest grade ready mixed house paint made in the world.

50 Cents per Gallon buys the highest grade ready mixed barn paint made in the world.

For all the Different Colors, everything about paint, write for **our Free** Paint Color Book.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE GRANITE.

A serviceable paper as dirt will not show on this paper. The background is a tan with an overprint in darker shades. This is beyond question the best granite effect produced and we are sure the pattern and colorings will please every purchaser.

No. 53W 233	**WALL.**	Price, per double roll.....	**7 cents**
No. 53W1233	**BORDER.**	Price, per yard.....	**½ cent**
No. 53W 234	**CEILING.**	Price, per double roll.....	**7 cents**

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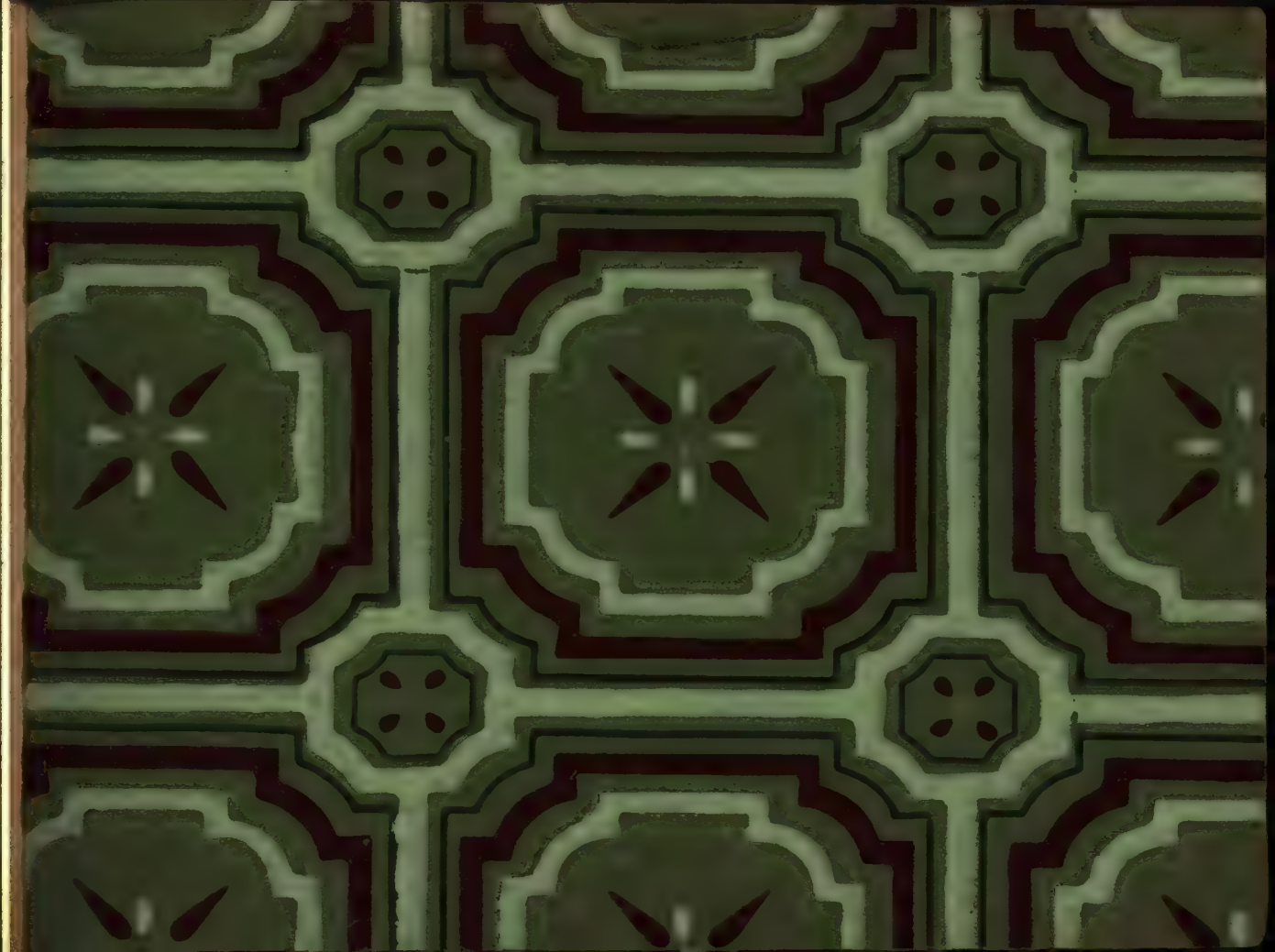

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

A ROMAN TILE.

A very pretty tile or block effect in green, red and silver on a medium green background. We consider this one of the best tile patterns on the market and at 7 cents per double roll we defy any competition. Adapted for kitchens, halls, bath rooms and closets. Made with a 9-inch border, blending into a light green ceiling.

No. 53W 197	**WALL.**	Price, per double roll.....	**7 cents**
No. 53W1197	**BORDER.**	Price, per yard.....	**½ cent**
No. 53W 198	**CEILING.**	Price, per double roll.....	**7 cents**

The same pattern as above described, produced in red, cream, green and black on a medium brown background. This is also a pleasing combination of colors and only a matter of preference as to the background. We do not show a sample of this paper but the above description of colors and the sample shown here of the green paper will give you a fairly good idea as to its appearance. Made with a 9-inch border, blending to a light buff ceiling.

No. 53W 207	**WALL.**	Price, per double roll.....	**7 cents**
No. 53W1207	**BORDER.**	Price, per yard.....	**½ cent**
No. 53W 208	**CEILING.**	Price, per double roll.....	**7 cents**

THIS PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

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THE FERNBROOK.

The Fernbrook is a small flower decoration on a green tint background. Flowers and leaves in pink and green with a spray of silver. Made with a 9-inch border also beautifully decorated in pink and green, blending harmoniously to a ceiling of a lighter background.

No. 53W 25 WALL. Price, per double roll..... **7 cents**
No. 53W125 BORDER, 9 inches wide. Price, per yard..... **½ cent**
No. 53W 26 CEILING. Price, per double roll..... **7 cents**

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

Our Free Paint Color Book, which we mail to any address on application, shows every color of ready mixed house and barn paint which we make in our own paint factory and sell at about one-half the prices charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint made.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE GLENMORE. A low priced paper, nevertheless, artistic. A modest room decoration which we are sure will please everyone. Flowers in red, pink, green and blue on a gray background. At 8 cents per double roll this well covered handsome wall paper is a bargain and cannot be equaled. While low in price, this paper can be used for high class decorating, as it is up to date in pattern and colorings. Made with a 9-inch border, blending to a lighter gray ceiling.

No. 53W175 WALL. Price, per double roll.....**8 cents**
No. 53W1175 BORDER. Price, per yard.....**1 cent**
No. 53W176 CEILING. Price, per double roll.....**8 cents**

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We Sell Ready Mixed House and Barn Paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any ready mixed paint made. For full particulars write for our Free Paint Color Book and we will also send you our new instruction book, just issued, which will tell you in plain language how to use the different paints and assist you in doing work equal to that of a professional painter.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE MEDINA. A tapestry effect, artistically colored, but not necessarily expensive. For a low priced wall paper bordering on the oriental, this pattern is sure to give satisfaction. The design is new and special attention has been given to the coloring. If you desire a tapestry effect in wall paper at a price lower than tapestries have heretofore been offered, order the Medina, and after the paper has been put on the walls, if you are not satisfied that you received the best bargain ever offered in wall paper, write us and your money will be cheerfully refunded. Made with a 9-inch border. The ceiling is light yellow with similar decorations.

No. 53W 213	**WALL.**	Price, per double roll	**8 cents**
No. 53W1213	**BORDER.**	Price, per yard.....	**1 cent**
No. 54W 214	**CEILING.**	Price, per double roll	**8 cents**

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Our Free Paint Color Book shows every color of ready mixed house and barn paint which we make in our own factory and sell at about one-half the price charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint. This color book, together with an instruction book, which contains simple instructions and valuable information on how to use the different paints, will be mailed free to any address on application.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE OXFORD. A very neat wall hanging produced in colors that cannot but please the most particular. For small parlors and bedrooms, where a semi-dark paper is preferred, we can recommend this pattern as one that will give entire satisfaction. The flowers and other decorations are very prominent and a room papered with this pattern will look cheerful and neat. A golden green background, over which is printed an outline in a darker shade. A bouquet of flowers in yellow, brown and white, shaded with dark green and blue, a festoon underneath the bouquet produced in the same colors. Made with an 9-inch border, blended to a light green ceiling.

No. 53W 185 WALL. Price, per double roll ..... **8 cents**
No. 53W1185 BORDER. Price, per yard..... **1 cent**
No. 53W 186 CEILING. Price, per double roll ..... **8 cents**

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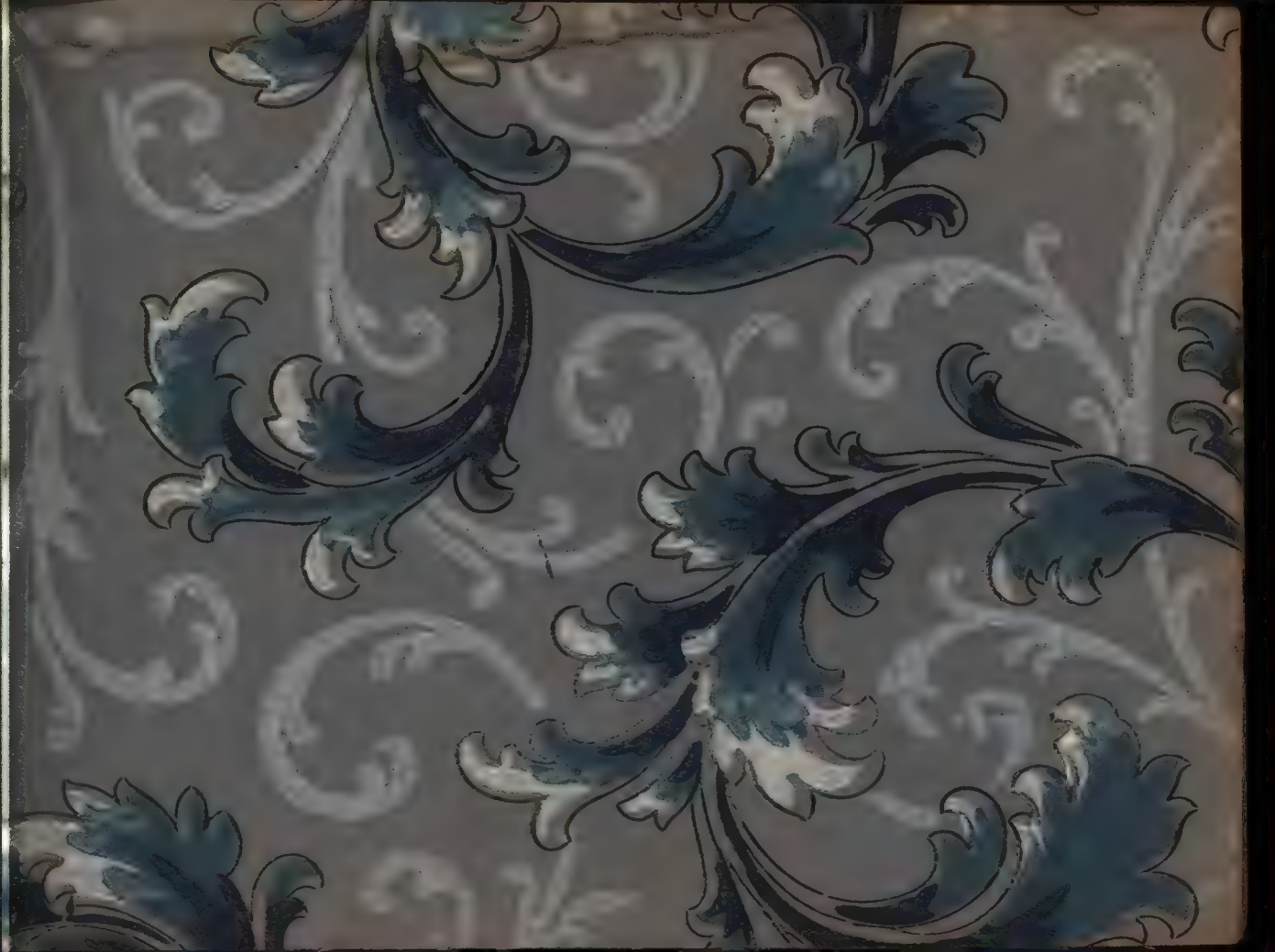
Our Paper is Non-Poisonous. Please bear in mind that every roll of wall paper shipped by us is absolutely sanitary. No poisonous colors are employed in the manufacture of our paper. The colors used in our mill are harmless and the very best that money can buy.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE PURITAN.

A neat and modest wall hanging without much color. A rococo and scroll design produced in white, pearl and dull blue on a bluish-gray background. The design is strictly modern and will make an elegant wall decoration where gold, silver or color is not desired. Made with an 18-inch border, blending to a light blue ceiling.

No. 53W 201	**WALL.**	Price, per double roll.....	**9 cents**
No. 53W1201	**BORDER.**	Price, per yard.....	**1 cent**
No. 53W202	**CEILING.**	Price, per double roll.....	**9 cents**

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We Sell Ready Mixed House and Barn Paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any ready mixed paint made. For full particulars write for our Free Paint Color Book and we will also send you our new instruction book, just issued, which will tell you in plain language how to use the different paints and assist you in doing work equal to that of a professional painter.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

A GREEN STRIPE.

One of the prettiest creations in a stripe ever produced, [illegible] artistic and attractive. A strictly modern decoration. A green and white stripe separated by a zig-zag line in yellow. The green stripe is plain while the white is covered with roses. The paper must be seen on the wall to be appreciated, it would be impossible to describe the attractiveness of this pattern. The border, which is 18 inches wide, is one of the prettiest any artist could procure and adds to the attractiveness of this wall hanging. Made with pure white ceiling.

No. 53W 209 WALL. Price, per double roll.....**9 cents**
No. 53W1209 BORDER. Price, per yard.....**1 cent**
No. 53W 210 CEILING. Price, per double roll.....**9 cents**

We can furnish this pattern in a blue and white stripe, which will be sent when ordered under the following numbers. The pattern and colorings are the same as described above excepting a light blue stripe takes the place of the green stripe.

No. 53W 199 WALL. Price, per double roll.....**9 cents**
No. 53W1'99 BORDER. Price, per yard.....**1 cent**
No. 53W200 CEILING. Price, per double roll.....**9 cents**

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THE QUEEN ANNE.

This small sample will give you an idea of the general appearance of the Queen Anne. We guarantee you will be better pleased after the paper is on the wall. It is without question one of the most beautiful wall decorations, a pattern which can be put in any room, but is especially adapted for small parlors and bed rooms. The background is the popular light blue with flowers in red, pink and green. The flowers are enclosed by a waving ribbon in dark blue followed by a vine in green and pink, finished in gold. Made with a 9-inch border, blending to a lighter blue ceiling.

No. 53W 183	**WALL.**	Price, per double roll.....	**10 cents**
No. 53W 1183	**BORDER.**	Price, per yard.....	**1 cent**
No. 53W 184	**CEILING.**	Price, per double roll.....	**10 cents**

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It costs very little to paper a room. To give you an idea of the very small cost for papering a room with strictly high grade paper, a room 12 x 12 x 9 feet will require 6 rolls for the wall, 3 rolls for the ceiling and 16 yards of border, papered with this artistic design or any 10-cent paper shown in this book, will cost the small sum of $1.06, allowing for three openings. This is the total cost of the paper, side wall, ceiling and border.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE LOVELACE.

A very neat small flower design in gold and colors on a red background. Red papers always look well and this will be found as pretty a design as can be found anywhere. It is one of the neatest designs produced. Made with a 9-inch border, blending into a terra cotta ceiling.

No. 53W 219	**WALL.**	Price, per double roll.....	**10 cents**
No. 53W1219	**BORDER.**	Price, per yard.....	**1 cent**
No. 53W220	**CEILING.**	Price, per double roll.....	**10 cents**

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

Remember, it costs the same (labor or money), to hang a very cheap paper as it does to hang our high grade paper, like this number. At our special prices the cost of the paper for an ordinary room (side wall, border and ceiling), for this 10-cent paper is about 90 cents; 15-cent paper, $1.35; 20-cent paper, $1.80, and as these rich, heavy grounded, beautifully finished papers which we furnish at 10 to 20 cents per roll show a wonderful difference in the rich appearance of any room, will last longer and always look brighter than any of the cheaper papers, we especially urge that you select one of our rich papers at 10 to 20 cents per roll.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE LORAINE. Where a medium priced light background paper is desired, we offer here a pattern at 10 cents per double roll which cannot be surpassed for beauty and style at anything like our price. This sample does not do justice to the pattern. It is really a work of art. A soft cream background with flowers in red and pink and green foliage. A ribbon in light blue followed by a vine in green with gold decorations continues the entire length in waving form which gives it the beautiful effect The border is 9 inches wide and blends to a ceiling in white.

No. 53W 173	**WALL.**	Price, per double roll.....	**10 cents**
No. 53W1173	**BORDER.**	Price, per yard.....	**1 cent**
No. 53W 174	**CEILING.**	Price, per double roll.....	**10 cents**

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

It costs very little to paper a room with high grade paper. To give you an idea of the very small cost for papering a room with strictly high grade paper, a room 12 x 12 feet, 9 feet high, will require 6 rolls for the wall, 3 rolls for the ceiling and 16 yards of border, papered with this beautiful paper or any 10-cent paper shown in this book, will cost the small sum of $1.06, allowing for three openings. This is the total cost of the paper, side wall, border and ceiling.

SIDE WALL

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ALGIERS. This is a beautiful design in a stripe or panel effect, beautifully decorated with flowers in colors on a light blue background, a silver stripe continues the entire length, broken at intervals of six inches with a small cluster of flowers. This is a very beautiful wall decoration and the colors represented in this pattern are very popular. A blue striped wall decoration has always been in demand and we believe that we have the prettiest creation in blue shown by any wall paper house. Made with a 9-inch border blending to a ceiling of a lighter blue.

No. 53W 39 WALL. Price, per double roll..... **10 cents**
No. 53W139 BORDER, 9 inches wide. Price, per yard..... **1 cent**
No. 53W 40 CEILING. Price, per double roll..... **10 cents**

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Remember, it costs the same (labor or money), to hang a very cheap paper as it does to hang our high grade paper, like this number. At our special prices the cost of the paper for an ordinary room (side wall, border and ceiling), for this 10-cent paper is about 90 cents; 15-cent paper, $1.35; 20-cent paper, $1.80, and as these rich, heavy grounded, beautifully finished papers which we furnish at 10 to 20 cents per roll show a wonderful difference in the rich appearance of any room, will last longer and always look brighter than any of the cheaper papers, we especially urge that you select one of our rich papers at 10 to 20 cents per roll.

SIDE WALL

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THE KNICKERBOCKER.

A set figure design or stencil in dark green and red with an outline in gold on a light brown background. This design is intended to imitate stencil work, and the artist certainly succeeded in producing a very fine and artistic design. An appropriate wall paper for churches, stores, halls, etc. Made with an 18-inch border blending into a buff ceiling.

No. 53W 45 WALL. Price, per double roll.....**11 cents**
No. 53W145 BORDER, 18 inches wide. Price, per yard.....**2 cents**
No. 53W 46 CEILING. Price, per double roll.....**11 cents**

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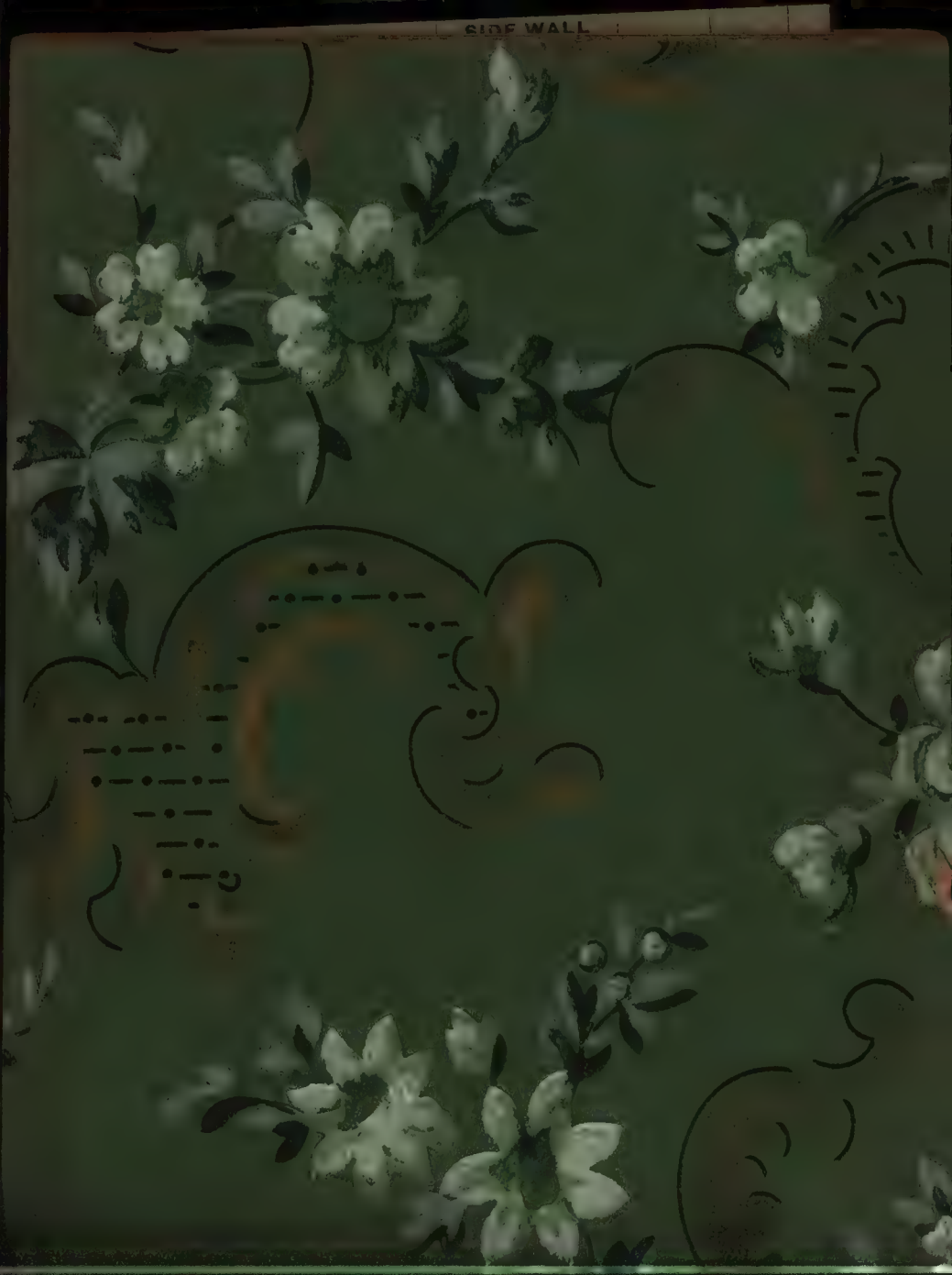
SIDE WALL

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE AUREOLA. A very pretty effect without much color, an ideal paper for any room, a paper which when on the wall will look handsome. The colors and pattern are strictly up to date and are in demand wherever shown. The floral is produced in three colors, white, light green and dark green, the scroll in gold and green bronze finished with an outline in black on an olive green background. If you are in doubt and desire a high grade wall hanging at a very low price, we know that you will be more than pleased with the Aureola. Made with a 9-inch border, blending to a ceiling in light cream.

No. 53W 171	**WALL.**	Price, per double roll.....	**11 cents**
No. 53W1171	**BORDER.**	Price, per yard.....	**1 cent**
No. 53W172	**CEILING.**	Price, per double roll.....	**11 cents**

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ADELINE.

A handsome flower and leaf design on a light buff background, one of the most popular tints now used by decorators, a cheerful and artistic wall decoration, a color combination which cannot but please the most particular. Flowers in pink and red, light green leaves finished with an outline in gold. As this pattern is a large flower design, this small sample may not show the entire figure, but it will give a general idea of the colorings and you can order this pattern and if not found one of the prettiest effects ever produced, you can return the paper at our expense and we will promptly return your money, or allow you to make another selection, we to pay transportation charges. Made with an 18-inch border, blending to a lighter buff ceiling.

No. 53W 181 WALL. Price, per double roll.....**12 cents**
No. 53W1181 BORDER. Price, per yard.....**2 cents**
No. 53W182 CEILING. Price, per double roll.....**12 cents**

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85 Cents per Gallon buys the highest grade ready mixed house paint made in the world.

90 Cents per Gallon buys the highest grade ready mixed barn paint made in the world.

For all the Different Colors, everything about paint, write for our free Paint Color Book.

SIDE WALL

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An Oriental Decoration.

This season we have one of the best oriental effects ever produced. The latest design in a harmonious blend of green, blue, brown and black, on a yellow background. Oriental wall decorations are strictly up to date and are increasing in popularity. Made with an 18 inch border, blending to a yellow ceiling with the same oriental colorings.

No. 53W 177	**WALL.**	Price, per double roll.....	**13 cents**
No. 53W1177	**BORDER.**	Price, per yard.....	**2 cents**
No. 53W 178	**CEILING.**	Price, per double roll.....	**13 cents**

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We Sell Ready Mixed House and Barn Paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any ready mixed paint made. For full particulars write for our Free Paint Color Book and we will also send you our new instruction book, just issued, which will tell you in plain language how to use the different paints and assist you in doing work equal to that of a professional painter.

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THE NORMANDY. A floral and set figure design on a light brown background, which will make an elegant store, dining room or hall paper. A bright, cheery wall decoration which will harmonize with any color furniture. The set figure in two shades of brown, white, red and green and connected by a festoon of flowers in white, dark and light brown, over all an outline in gold. Made with an 18-inch border, blending to a yellow ceiling, beautifully decorated.

No. 53W 193	**WALL.**	Price, per double roll.....	**13 cents.**
No. 53W1193	**BORDER.**	Price, per yard	**2 cents**
No. 53W 194	**CEILING.**	Price, per double roll.....	**13 cents**

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Our Free Paint Color Book shows every color of ready mixed house and barn paint which we make in our own factory and sell at about one-half the price charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint. This color book, together with an instruction book, which contains simple instructions and valuable information on how to use the different paints, will be mailed free to any address on application.

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THE ARDMORE.

A very artistic floral and scroll design. Flowers in red, pink and cream, the scroll in gilt and bronze on a golden green background. A floral decoration which cannot be surpassed for beauty and will compare with any paper sold by others at from 25 cents to 35 cents per roll. Made with an 18-inch border, blending to a light green ceiling.

No. 53W 179	**WALL.**	Price, per double roll.....	**14 cents**
No. 53W1179	**BORDER.**	Price, per yard	**2 cents**
No. 53W 180	**CEILING.**	Price, per double roll.....	**14 cents**

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About Ordering Wall Paper. After you have figured and ascertained the exact number of rolls required to paper your rooms, it is advisable to add an extra roll of each wall and ceiling and several yards of border. We do not want you to buy more paper than is actually needed, but we make above suggestion, having our customers' interest in mind. You may accidentally spoil a strip, or when figuring you may overlook projections, such as chimneys, etc. Often an extra roll, worth a few cents, may avoid a great deal of inconvenience caused by waiting for additional paper to come on account of shortage.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE ESMOND.

The background of this paper is one of the most popular tints now used by decorators. This paper can be put in any room with pleasing results. The design is a combination set and floral and will make a pretty decoration for any room. Made with an 18-inch border. The ceiling is a beautiful light stone shade.

No. 53W 231 WALL. Price, per double roll.....**14 cents**
No. 53W1231 BORDER. Price, per yard.....**2 cents**
No. 53W 232 CEILING. Price, per double roll.....**14 cents**

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We sell ready mixed house and barn paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any ready mixed paint made. For full particulars write for our Free Paint Color Book and we will also send you our new instruction book, just issued, which will tell you in plain language how to use the different paints and assist you in doing work equal to that of a professional painter.

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THE MOSLEM. In this pattern our artist produced an exceedingly artistic design. A stripe and set figure combined. The center figure in white and gold, with stripes in dark green, gold and black on a willow green background. A fine combination of colors, a paper you will be proud of after it is put up. Made with an 18-inch border, blending to ceiling, richly decorated.

No. 53W 51 WALL. Price, per double roll.....15 cents
No. 53W151 BORDER, 18 inches wide. Price, per yard..... 2 cents
No. 53W 52 CEILING. Price, per double roll.....15 cents

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Our Free Paint Color Book, which we mail to any address on application, shows every color of ready mixed house and barn paints which we make in our own paint factory and sell at about one-half the prices charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint made.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE FORTUNA.

Silk wall papers are very pretty and a popular decoration. We show here a beautiful design produced in pink, dark green and gold. A strictly high grade paper at a very low price. When you buy from us, you buy direct from the manufacturers and are not compelled to pay a dealer's profit. This pretty silk wall paper is made with a 9-inch border, blending into a white silk ceiling.

No. 53W 217	**WALL.**	Price, per double roll.....	**14 cents**
No. 53W1217	**BORDER.**	Price, per yard.....	**1 cent**
No. 53W 213	**CEILING.**	Price, per double roll.....	**14 cents**

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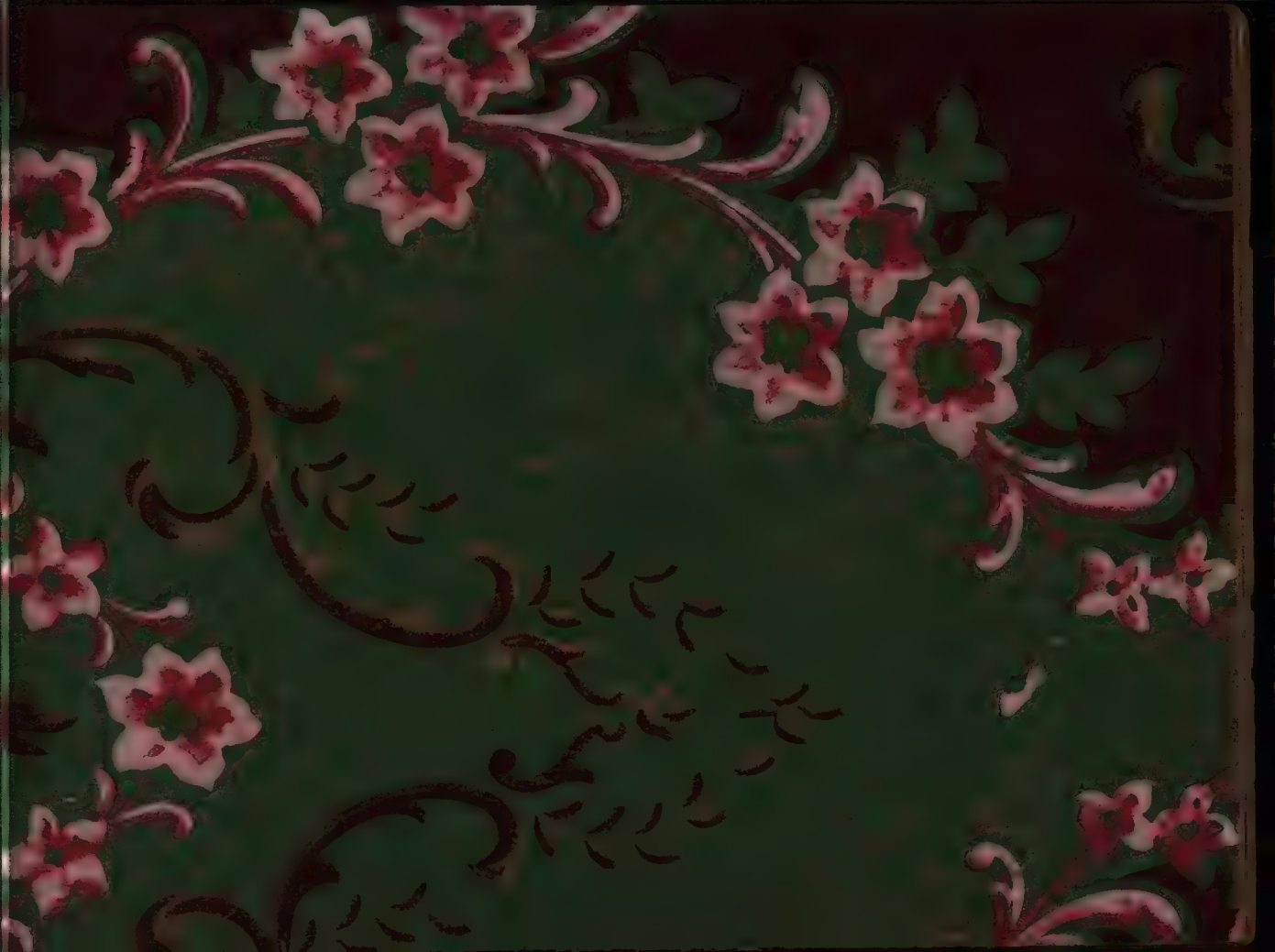
Our Wall Paper is Non-Poisonous. Please bear in mind that every roll of wall paper shipped by us is absolutely sanitary. No poisonous colors are employed in the manufacture of our paper. The colors used in our mill are harmless and the very best that money can buy.



TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE BLENHEIM. The most artistic wall decoration ever produced. It is really unnecessary to describe this beautiful wall hanging, the sample is sufficient to impress upon you that the color combination in this pattern is beyond improvement, it was copied from a wall decoration of a famous castle. We have here an exact reproduction of a decoration of the most skilled artists' work. A perfect harmony of colors, a design beautiful in every respect. A rich green background with a scroll in deep red, finished with an outline in gold. Made with an 18-inch border which blends to a ceiling in light green, decorated in red and gold. At only 16 cents per double roll you can secure this artistic wall hanging, a paper which is worth double the price, a design and color combination which you cannot secure elsewhere.

No. 53W 57 **WALL.** Price, per double roll..... .....**16 cents**
No. 53W157 **BORDER,** 18 inches wide. Price, per yard..... **2 cents**
No. 53W 58 **CEILING.** Price, per double roll .....**16 cents**

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About Ordering Wall Paper. After you have figured and ascertained the exact number of rolls required to paper your rooms, it is advisable to add an extra roll of each wall and ceiling and several yards of border. We do not want you to buy more paper than is actually needed, but we make above suggestion, having our customers' interest in mind. You may accidentally spoil a strip or when figuring you may overlook projections, such as chimneys, etc. Often an extra roll, worth a few cents, may avoid a great deal of inconvenience caused by waiting for additional paper to come on account of shortage.

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The American Beauty.

This is one of the prettiest designs on the market, a large rose pattern handsomely designed and beautifully colored. The sample does not show the complete design, it is really a pretty creation and we know it will please you. The colorings are beautiful; an American rose in natural colors, perfect in every respect. This paper can be used for friezes, and it is perfectly adapted to that class of decoration. Made with an 18-inch border, blending to a light cream ceiling.

No. 53W 215	**WALL.**	Price, per double roll.....	**18 cents**
No. 53W1215	**BORDER.**	Price, per yard.....	**2 cents**
No. 53W 216	**CEILING.**	Price, per double roll	**18 cents**

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Our Wall Paper is Non-Poisonous. Please bear in mind that every roll of wall paper shipped by us is absolutely sanitary. No poisonous colorings are employed in the manufacture of our paper. The colors used in our mill are harmless and the very best that money can buy.

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THE NEWPORT.

A very attractive wall decoration, a set figure design in dark red, light red and gold. One of the prettiest effects in red ever shown and a cheerful paper for parlors, dining rooms and halls. This small sample may not show the entire figure, but you can order this paper with the assurance that it will please. The price quoted is fully 50 per cent lower than a similar design can be purchased for elsewhere. Made with an 18-inch border, blending to a buff ceiling.

No. 53W 189	**WALL.**	Price, per double roll.....	**16 cents**
No. 53W1189	**BORDER.**	Price, per yard.....	**2 cents**
No. 53W 190	**CEILING.**	Price, per double roll.....	**16 cents**

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We Sell Ready Mixed House and Barn Paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any ready mixed paint made. For full particulars write for our Free Paint Color Book and we will also send you our new instruction book, just issued, which will tell you in plain language how to use the different paints and assist you in doing work equal to that of a professional painter.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE MAYDAY.

A combined set and floral design. For rich high class decorating this pattern will be found to give excellent satisfaction. This paper will make any room look cheerful and neat. Made with an 18-inch border, blending to a white silk ceiling. Side wall and border are heavily embossed.

No. 53W 229	**WALL.**	Price, per double roll.....	**16 cents**
No. 53W 229	**BORDER.**	Price, per yard	**2 cents**
No. 53W 230	**CEILING.**	Price, per double roll.....	**16 cents**

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We Sell Ready Mixed House and Barn Paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any ready mixed paint made. For full particulars write for our Free Paint Color Book and we will also send you our new instruction book, just issued, which will tell you in plain language how to use the different paints and assist you in doing work equal to that of a professional painter.

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THE PALAIS. This is another of the high class decorative papers and is modern in every respect. Dark greens are very popular, the one represented here is very prettily colored and a charming wall hanging. The design is a floral and scroll, the scroll in green, bronze and gold, the floral, which consists of beautiful roses, are produced in their natural colors. Decorate your parlor with this paper and you will be more than pleased. An up to date wall paper at less than one-half the price charged by others. It is made with a beautiful 18-inch border, blending to a light green ceiling, the ceiling is also nicely decorated.

No. 53W 205	**WALL.**	Price, per double roll.....	**17 cents**
No. 53W1205	**BORDER.**	Price, per yard.....	**2 cents**
No. 53W 206	**CEILING.**	Price, per double roll	**17 cents**

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READ THIS—It costs very little to paper a room with high grade paper. A large parlor, 14 x 16 feet, 10 feet high, will require 9 rolls for the side wall, 4 rolls for the ceiling and 20 yards of border, papered with this high grade wall paper will cost the small sum of $2.71, allowing for four ordinary openings. This is the total cost of the paper, side wall, border and ceiling. Do the work yourself, our complete instructions will help you to do a perfect job and make it a pleasure to hang wall paper.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW.

THE BEAUMONT.

A well covered gold paper with a red background, the background in two shades of red. A figure in a dark red being printed over it which produces a really handsome wall decoration. Rich in gold and color. The greatest value ever offered, a paper you will be thoroughly pleased with, a paper which will compare with any 40-cent per roll wall paper on the market, a paper which will not tarnish or fade. We manufacture every roll of paper and the best gold and colors are used in all of our papers. This beautiful design is made with an 18-inch border, blending to a rich ceiling with salmon buff background.

No. 53W 195	**WALL.**	Price, per double roll.....	**18 cents**
No. 53W1195	**BORDER.**	Price, per yard.....	**2 cents**
No. 53W 196	**CEILING.**	Price, per double roll.....	**18 cents**

EACH PAPER HAS THE PRICE AND DESCRIPTION PRINTED ON BACK.

Our Free Paint Color Book shows every color of ready mixed house and barn paint which we make in our own factory and sell at about one-half the prices charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint. This color book, together with an instruction book, which contains simple instructions and valuable information on how to use the different paints, will be mailed free to a[illegible] on application.

TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRICED BELOW

THE BENGAL. This is one of the newest effects in wall paper, it is the richest wall decoration and very few color artists are able to produce a design in the color combination represented in the Bengal. This is a strictly up to date pattern and intended for high class decorating. The design is a handsome one and the colors are beautiful, a set and floral combination on a pure, dark green background with a broken stripe in a lighter shade, the figure of medallion in green bronze and gold, the flowers in red and pink with green leaves. Made with a 9-inch border blending to a ceiling in light cream, decorated in gold and flowers. It is also heavily embossed adding to the richness of this pattern. You should at least paper your parlor with this handsome paper, after it is on the wall you will agree that in quality, design and color it will compare with papers sold by others at 50 to 75 cents per double roll.

No. 53W 59 **WALL.** Price, per double roll ..... **18 cents**
No. 53W159 **BORDER,** 9 inches wide. Price, per yard..... ..... **1 cent**
No. 53W 60 **CEILING.** Price, per double roll..... **18 cents**

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Our Free Paint Color Book, which we mail to any address on application, shows every color of ready mixed house and barn paint which we make in our own paint factory and sell at about one-half the prices charged by others, under our guarantee that the paint will last longer and cover more surface than any other paint made.

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THE ABINGTON.

The most artistic silk wall paper hanging on the market. It is without question a pretty creation. The figures which measure 6x8 inches are connected by a festoon of leaves and flowers, at the top of every figure is a flowing ribbon in pink and white. The background is a yellowish green. Made with an 18-inch border, blending into a white silk ceiling. Side wall and border are heavily embossed.

No. 53W 211	**WALL.**	Price, per double roll.....	**20 cents**
No. 53W1211	**BORDER.**	Price, per yard	**2 cents**
No. 53W212	**CEILING.**	Price, per double roll.....	**20 cents**

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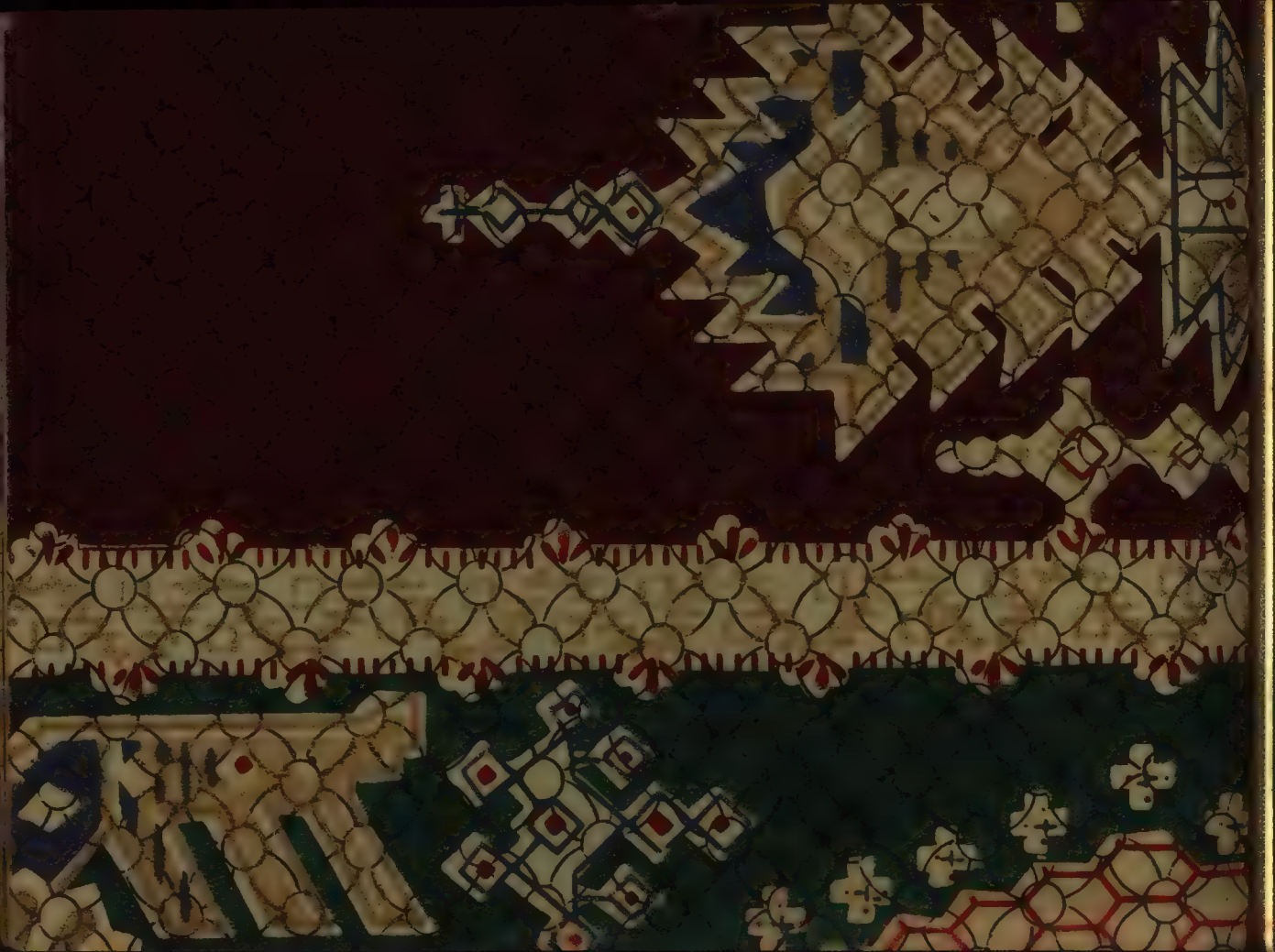
We Sell Ready Mixed House and Barn Paint at about one-half the price charged by others, and we guarantee it to cover more surface and last longer than any ready mixed paint made. For full particulars write for our Free Paint Color Book and we will also send you our new instruction book, just issued, which will tell you in plain language how to use the different paints and assist you in doing work equal to that of a professional painter.



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A Bagdad Oriental Stripe.

Oriental decorations are fast becoming popular and will be used more this season than heretofore. We show here one of the latest oriental effects produced in harmonious colors, and where this style of decoration is desired there is nothing on the market that will excel the Bagdad Oriental Stripe at the price quoted. Two sets of 4-inch stripes, one green and one red cover the width of the paper. The green stripe is well covered with oriental figures in gold, blue and red. The red stripe is plain with the exception at intervals of 15 inches there appears a figure in oriental style in gold, bronze and blue. This small sample may not show the figure in the red stripe, but the pattern is an attractive one and must be seen to be appreciated. Made with an 18-inch border, ending to a light green ceiling, decorated with the same oriental colorings.

No. 53W 187	**WALL.**	Price, per double roll.....	**22 cents**
No. 53W1187	**BORDER.**	Price, per yard.....	**2 cents**
No. 53W 188	**CEILING.**	Price, per double roll.....	**22 cents**

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THE ARDLEY.

A companion paper to the Abington. The same design, but the background is a beautiful shade of pink. Silk papers are very popular and a modern decoration in every respect. Made with an 18-inch border, blending to a white silk ceiling.

No. 53W 221	**WALL.**	Price, per double roll.....**20 cents**
No. 53W 1221	**BORDER.**	Price, per yard..... **2 cents**
No. 53W 222	**CEILING.**	Price, per double roll .....**20 cents**

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READ THIS—It costs very little to paper a room with a high grade paper. A large parlor, 14x16 feet, 10 feet high, will require 9 rolls for the wall, 4 rolls for the ceiling and 20 yards of border, papered with this high grade paper will cost the small sum of $3.00, allowing for four ordinary openings, doors and windows. This is the total cost of the paper, side wall border and ceiling. Do the work yourself, our complete instructions in the front part of this book will help you to do a perfect job and make it a pleasure to hang wall paper.

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THE CHARMION. Large American Beauty Roses in natural colors on a dark green background. The best and most artistic flower design on the market at one-half the price charged by others for something similar. Made with a beautiful 18-inch border, blending into a light green ceiling. This pattern can be used in connection with ingrain paper as a frieze or upper half. A wainscoting in dark green or dark red ingrain with this pattern for the upper half will make a neat and up to date decoration.

No. 53W 225	**WALL.**	Price, per double roll.....	**25 cents**
No. 53W1225	**BORDER.**	Price, per yard.....	**2 cents**
No. 53W 226	**CEILING.**	Price, per double roll.....	**25 cents**

Remember, we cannot furnish a 9-inch border with this or any other paper where an 18-inch border is mentioned.

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THE OPHIR. A modern floral tapestry in a design which we claim to be the prettiest on the market. The colorings are beautiful and harmonize perfectly. The background is a light brown with an overprint consisting of narrow black lines. This paper is sold at a price which will enable everyone to decorate their homes with modern decorations. This paper can be used for entire rooms but is admirably adapted to be used for a frieze in connection with ingrain papers. A dark red or dark green ingrain paper for the lower half or wainscoting and this paper for the upper half or frieze will make a fine and pleasing combination. Plate rails are usually put up when this style of decoration is desired, but chair rails will answer if you desire something at a smaller cost. The border is 9 inches wide. The ceiling is a light yellow; both carry the same tapestry effect. The border being only 9 inches wide, we wish to call attention to the latest style of hanging a 9-inch border in rooms with a high ceiling. Allow the ceiling to come down on the side wall about 8 inches, then put up the border 8 inches from the ceiling.

No. 53W 227	**WALL.**	Price, per double roll.....	**25 cents**
No. 53W1227	**BORDER.**	Price, per yard.....	**1 cent**
No. 53W 228	**CEILING.**	Price, per double roll.....	**25 cents**

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TURN OVER THIS SHEET FOR PAPER DESCRIBED AND PRIC[illegible]y

Moire or Independent Ceilings.

This represents a sample of our No. 53W16 Moire ceiling paper. The same is made in five tints, pink, blue, yellow, white and green, and can be used as a ceiling paper with nearly every side wall paper that we show in this book. When used with ingrain papers it makes a pleasing combination. Many of our patrons use them for the drop ceiling style of decorations. (In the drop ceiling no border is used, instead the ceiling paper is allowed to come down on the four side walls from 9 to 24 inches, according to the height of the room, to the picture moulding which should be used as an ornamental divider between the side wall paper and the ceiling paper). The figure on all the tints mentioned above is identical with the sample shown. Please state which of the tints is desired.

No. 53W14	**CEILING.**	White.	Price, per double roll.....	**9 cents**
No. 53W15	**CEILING.**	Yellow.	Price, per double roll.....	**9 cents**
No. 53W16	**CEILING.**	Green.	Price, per double roll.....	**9 cents**
No. 53W17	**CEILING.**	Blue.	Price, per double roll.....	**9 cents**
No. 53W18	**CEILING.**	Pink.	Price, per double roll.....	**9 cents**

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THIS SHEET IS A SAMPLE OF

No. 18 INGRAIN SIDE WALL PAPER

A description of the border and ceiling is printed on the opposite page.

All ingrain side wall papers are plain same as this sheet. Furnished in seven different colors as described on the opposite page.

Ingrain side wall papers are 30 inches wide and 10 yards in length, the border and ceiling for the ingrain papers are 18 inches wide, same as the borders and ceilings for our regular wall paper.

FOR PRICE OF THIS AND OTHER INGRAIN WALL PAPERS, SEE OPPOSITE PAGE

For Reference

Not to be taken from this room

DESCRIPTION AND PRICE LIST

—OF—

INGRAIN WALL PAPERS.

THE TERM "INGRAIN" AS APPLIED TO WALL DECORATION, MEANS A PLAIN PAPER WITHOUT FIGURE DECORATION OF ANY KIND OR DESCRIPTION. Ingrains are made in various colors on plain, heavy stock, 30 inches wide. Ingrains are used in parlors, dining rooms, stores, art galleries, drawing rooms, etc. Where pictures are to be hung, ingrains are generally preferred because there is no figure or decoration to detract from the picture itself.

Green is a popular color when a background for richly framed pictures is desired. The deep red ingrain is preferred for dining rooms and, when used in this manner, forms an excellent background for plate rails, an attractive arrangement for china and glassware. The lighter colors of ingrains, old rose, blue, light green, terra cotta and Vermont stone gray can be used in almost any room where furnishings are such that highly colored or rich gold wall hangings might prove too strong a contrast.

The borders for the ingrain papers are 18 inches wide, the pattern is the same on all of the ingrains, but is made in different colors to harmonize with the ingrain wall paper. The design is a beautiful one, a festoon of large roses with gold decorations, one of the prettiest borders made. The ceilings are likewise made in different tints to harmonize with the borders and ingrain wall paper, but the pattern is the same on all of the ingrains. The decorations on the ceiling are very pretty, produced in gold and colors.

No. 53W1	Vermont Stone Ingrain. Price, per double roll of 16 yards	**18 cents**
No. 53W15001	Border, 18 inches wide, to match side wall and ceiling. Price, per yard	**2 cents**
No. 53W5001	Ceiling, to match side wall and border. Price, per double roll	**18 cents**
No. 53W3	Light Green Ingrain. Price, per double roll	**20 cents**
No. 53W15003	Border, 18 inches wide, to match side wall and ceiling. Price, per yard	**2 cents**
No. 53W5003	Ceiling, to match side wall and border. Price, per double roll	**20 cents**
No. 53W4	Light Blue Ingrain. Price, per double roll	**20 cents**
No. 53W15004	Border, 18 inches wide, to match side wall and ceiling. Price, per yard	**2 cents**
No. 53W5004	Ceiling, to match side wall and border. Price, per double roll	**20 cents**
No. 53W5	Terra Cotta Ingrain. Price, per double roll	**20 cents**
No. 53W15005	Border, 18 inches wide, to match side wall and ceiling. Price, per yard	**2 cents**
No. 53W5005	Ceiling, to match side wall and border. Price, per double roll	**20 cents**
No. 53W9	Dark Green Ingrain. Price, per double roll	**22 cents**
No. 53W15009	Border, 18 inches wide, to match side wall and ceiling. Price, per yard	**2 cents**
No. 53W5009	Ceiling, to match side wall and border. Price, per double roll	**22 cents**
No. 53W10	Pure Dark Red Ingrain. Price, per double roll	**22 cents**
No. 53W15010	Border, 18 inches wide, to match side wall and ceiling. Price, per yard	**2 cents**
No. 53W5010	Ceiling, to match side wall and border. Price, per double roll	**22 cents**
No. 53W12	Old Rose Color Ingrain. Price, per double roll	**20 cents**
No. 53W15012	Border, 18 inches wide, to match side wall and ceiling. Price, per yard	**2 cents**
No. 53W5012	Ceiling, to match side wall and border. Price, per double roll	**20 cents**

Our Wall Paper Mill